

Application No.: 09/853,658  
Response to OA of 06/15/05

**Amendments to the Specification**

Please replace the paragraph beginning on page 11 at line 1 with the following amended paragraph:

In the testing block 205 of diagram 200, in the present embodiment, various promotions (e.g., "promo" P1, P2, . . . , Pn) are presented to a test group of customers. In general, each promotion P1, P2, . . . , Pn is presented to each customer in the test group. However, it is appreciated that other techniques known in the art may be used to elicit responses from customers to a variety of promotions. In addition, information characterizing each customer (e.g., customer demographics such as the customer's level of education, income, address, hobbies and interests, recent purchases, etc.) is also gathered using any of the various known techniques.